GOVERNMENT OF ANDHRA PRADES
ABSTRACT

PR & RD - Convergence between SERP and Departments of Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries, and Food Processing for promotion of livelihoods of SHG women – Guidelines for convergence among the departments for implementation of the Annual Credit & Livelihood Plan (ACLP) - Orders - Issued.

PANCHAYAT RAJ AND RURAL DEVELOPMENT (RD.I) DEPARTMENT

G.O.Rt.No.517 **Dated:19-06-2025**

Read:

E-file.No.SERP-18023/7/2024-DIR-NRLM-SERP(C.No.2475893), Dt.21.05.2025.

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ORDER:

The Departments of Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries, and Food Processing have set annual physical and financial targets for implementation of departmental schemes during the financial year 2025–26. On the other hand, the Society for Elimination of Rural Poverty (SERP), under the aegis of the National Rural Livelihoods Mission (NRLM), has been engaged in promoting sustainable livelihoods for Self Help Group (SHG) women across the State. In order to achieve these objectives, the SERP taken bottom-up approach.

a. Annual Credit & Livelihood Plan (ACLP): During the months of March and April 2025, about 1.25 lakh literate SHG women were trained and tagged to SHG groups. These women had one to one interaction with each of the SHG women and recorded credit requirements in an online app. The sum of the individual credit and livelihood needs of the 89 lakh SHG women as expressed by them forms the Annual Credit and Livelihood Action Plan (ACLP) which is available online District wise, VO wise, SHG wise and Individual woman wise.

b. Micro Credit Plan (MCP): Further the ACLP has been converted into digital Microcredit plans in specially convened meetings of SHGs anchored by the CCs and APMs. The Digital Micro Credit Plan which is prepared with the biometric authentication of all members of the SHG has been forwarded to the Bankers login for sanctions.

c. Sanctions: The digital MCPs will be grounded under various source of funding like Bank Linkage, NRLM, CIF, StreeNidhi. The State Level Banker Committee (SLBC) also issued directions to all the Banks accordingly.

2. Further, in order to enable line departments to meet their annual objective of sustainable livelihood promotion for SHG women, it has been decided to institutionalize convergence between the above mentioned departments and SERP, the following arrangements made for effective implementation of the guidelines.

a. Constitution of village level teams with functionaries of SERP and all Departments as mentioned below.

b. The team shall comprise of Community Coordinator (CC), Village Organization Assistant of concerned Village Organization, Village Agriculture/Horticulture Assistant, Veterinary Assistant, Village Fisheries Assistant.

[Contd..2..]

c. The team shall be responsible for not only finalizing the action plan but also for grounding of the MCP and related schemes. (2) Village wise schedule shall be prepared

3. Village level meetings:

a. As per the schedule the Village Organization Assistant (VOA) shall inform all the SHG Members and assemble them in a designated place.

b. Village level functionaries like Agriculture Assistant/Veterinary Assistant/Fisheries Assistant and Functionaries from RYSS shall attend the meeting along with the CC and VOA.

c. Depending on the number of beneficiaries in the respective Sectors, separate meetings may be scheduled at different time slots.

d. The team shall interact with the beneficiaries and discuss about the livelihood options chosen by them.

The APM SERP shall prepare the VO wise meeting schedules and ensure communication to all the Mandal Level Officers of convergence departments and make sure that all the VO level meetings are conducted as per the schedule.

4. Expected outcome of the village level meetings:

- Validate the viability of proposed livelihoods.
- Create awareness on the schemes being implemented by respective line departments for creation of livelihoods
- Align departmental schemes with individual and group livelihood aspirations.
- Facilitate scheme-based support including training, subsidies, technical inputs, and market linkages.
- Finalize the genuine individual beneficiaries or group of women for the schemes which are applicable to them.

5. The finalized list of beneficiaries along with the schemes mapped to them shall be discussed in the District level meeting headed by the District Collector along with the following District officers as members of the committee. The Project Director, DRDA will be the Convenor of the Committee.

District Level Convergence Committee

District Collector	Chairman
Project Director, DRDA	Member Convenor
District Agriculture Officer	Member
District Animal Husbandry Officer	Member
District Fisheries Officer	Member
District Horticulture Officer & Ex-Officio ED Food Processing Society	Member
District Sericulture Officer	Member
District Handlooms and Textile Officer	Member
District Industries Officer	Member
Lead District Manager of the district	Member
DDM, NABARD	Member

[Contd..3..]

6. After careful consideration of the proposal of the CEO, SERP, the Government is hereby agreed to constitute the above District Level Convergence Committee to finalize the list of the beneficiaries as recommended by the village level committees, as per the process and guidelines stated in the above paras.

7. The line departments are requested to issue necessary directions to their field functionaries to participate in the village level meetings for validation of the beneficiaries and align departmental schemes to the individuals and group livelihood aspects.

8. The State Steering Committee consisting of Special Chief Secretary/ Principal Secretary /Secretary and HODs will review the entire proceedings to achieve the desired outcomes.

9. The Chief Executive Officer, Society for Elimination of Rural Poverty shall take further necessary action in this matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.VIJAYANAND
CHIEF SECRETARY TO GOVERNMENT

To
The Chief Executive Officer,
Society for Elimination of Rural Poverty (SERP), AP., Vijayawada.

Copy to:

OSD to Chief Secretary to Government.
PS to the Ex Officio Special Chief Secretary to Govt., Agriculture and Cooperation Department.
PS to Spl. Chief Secretary to Govt., Animal Husbandry, Dairy Development & Fisheries Department.
PS to Spl. Chief Secretary to Govt., I & C (H&T) Department.
PS to Secretary to Govt. I & C Department.
OSD to Hon'ble Minister (MSME, SERP, NRI Empowerment & Relations).
P.S. to Principal Secretary to Government (PR&RD)
P.S. to Ex-Officio Secretary to Government (PR&RD)
The Commissioner and Director of Agriculture Department.
The Director of Horticulture.
The Director, Animal Husbandry Department.
The Commissioner of Fisheries.
All the District Collectors in the State.
All the Project Directors of DRDA in the state.
File Computer No.2843749.

//FORWARDED::BY ORDER//

SECTION OFFICER